

# codex alimentarius commission



FOOD AND AGRICULTURE  
ORGANIZATION  
OF THE UNITED NATIONS

WORLD  
HEALTH  
ORGANIZATION



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**TO:** Codex Contact Points  
Interested International Organizations

**FROM:** Secretary, Codex Alimentarius Commission  
Joint FAO/WHO Food Standards Programme  
FAO, 00100 Rome, Italy

**SUBJECT:** **Proposed Draft Definition of Advertising in relation to nutrition and health claims**

**DEADLINE:** **15 December 2006**

**COMMENTS:** To: Mr. Ron Burke, Director  
Bureau of Food Regulatory, International  
and Interagency Affairs,  
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Copy to: Secretary  
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The 26<sup>th</sup> Session of the Commission (2003) requested the Committee on Food Labelling to consider the development of a definition for advertising as related to health and nutrition claims. Following discussion of this question at the 32<sup>nd</sup> and 33<sup>rd</sup> Sessions, the 34<sup>th</sup> Session of the Committee on Food Labelling agreed to initiate new work on the definition of advertising as related to health and nutrition claims and agreed that after the approval of new work by the Commission, the definition proposed by Canada would be circulated in square brackets for comments at Step 3 (ALINORM 06/29/22, paras. 136-147).

The 29<sup>th</sup> Session of the Commission approved new work on the Proposed Draft Definition (ALINORM 06/29/41, paras. 132-135 and Appendix VIII).

The Proposed Draft Definition is hereby circulated at Step 3 for comments and consideration by the 35<sup>th</sup> Session of the Committee on Food Labelling (Ottawa, Canada, 30 April - 4 May 2007).

## Proposed Draft Definition of Advertising in relation to nutrition and health claims

*“[Advertising: any representation to the public, by any means other than a label, that is intended or is likely to influence and shape attitude, beliefs and behaviours in order to promote directly or indirectly the sale of the food.]”*

Governments and international organizations wishing to provide comments should do so in writing, preferably by email, to the above addresses, **before 15 December 2006.**